

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Williamsburg Tourism Council
Tuesday, October 15, 2019

Roll Call

Voting

Busch Gardens
Colonial Williamsburg
Hotel/Motel Association
Restaurant Association
Yorktown/Jamestown Found.
City of Williamsburg
James City County
York County

Julie O'Neil *or designee
Mitchell Reiss *or designee
Neal Chalkley, Vice Chair
Mickey Chohany
Phil Emerson *or designee
Doug Pons
Ruth Larson, Treasurer
Jeff Wassmer, Chair

Ex Officio

GWCTA
Virginia Tourism Corporation
Colonial Ntl Hist. Park (NPS)

Cheri Green
Rita McClenny
Kym Hall

Public Comment

Limit to 3 Minutes

State Name and Address

No Q & A

Approve Minutes

September 17, 2019

Treasurer's Report

Revenue/Expenses

	Year to Date 8/31/2019			2019
	Actual	Budget	Variance	Estimate
REVENUE				
SB942	\$ 6,777,383	\$ 4,587,532	\$ 2,189,851	\$ 10,694,587
\$1	\$ 902,725	\$ 746,807	\$ 155,918	\$ 1,443,351
Maint of Effort	\$ -	\$ 1,341,248	\$ (1,341,248)	\$ 837,889
Other	\$ 93,783	\$ 4,000	\$ 89,783	\$ 127,383
Total Revenue	\$ 7,773,892	\$ 6,679,587	\$ 1,094,305	\$ 13,103,210
EXPENSES				
Dest Marketing	\$ 5,400,620	\$ 6,621,466	\$ (1,220,846)	\$ 8,624,156
Other Sales & Marketing	\$ 261,266	\$ 412,164	\$ (150,898)	\$ 459,327
Labor & Benefits	\$ 589,497	\$ 784,756	\$ (195,259)	\$ 978,697
Admin	\$ 131,607	\$ 171,208	\$ (39,601)	\$ 164,537
Total Expenses	\$ 6,382,990	\$ 7,989,594	\$ (1,606,604)	\$ 10,226,717
2019 Rev over Expenditures by Month	\$ 1,390,902	\$ (1,310,007)	\$ 2,700,908	\$ 2,876,493

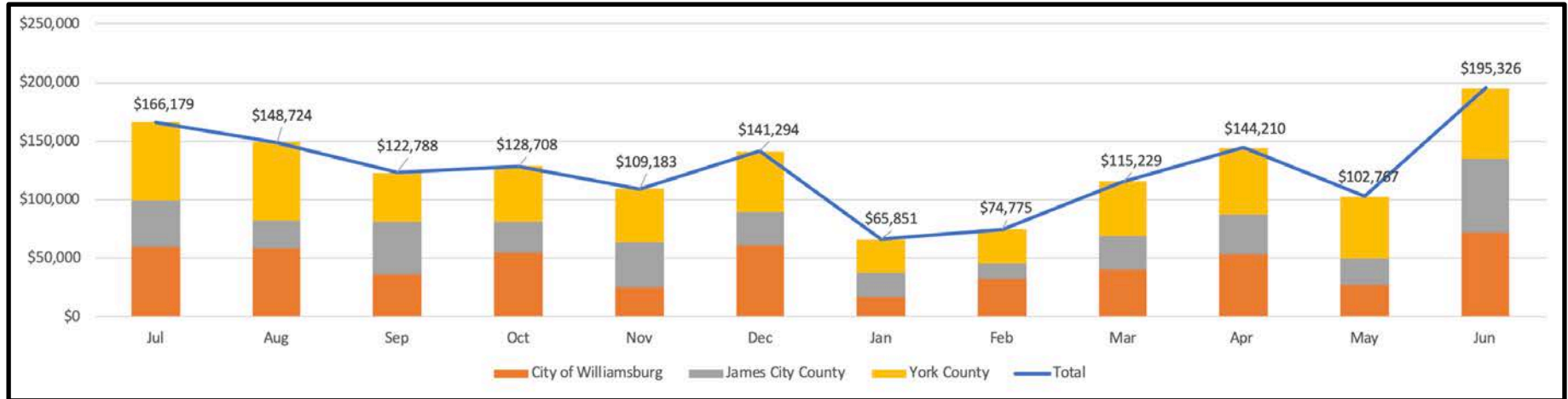
Treasurer's Report

Cash on Hand

	Jul-19			Aug-19			Sep-19		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$1,078,561	\$629,783	\$448,778	\$681,007	\$689,808	(\$8,801)	\$1,217,830	\$766,051	\$451,779
Maint of Effort	\$0	\$ -	\$0	\$0	\$ -	\$0	\$0	\$ 418,944	(\$418,944)
Bank Account Balances: operations									
BB&T Reserve Checking	\$250,306	\$ 250,000	\$ 306	\$250,306	\$ 250,000	\$ 306	\$250,296	\$ 250,000	\$ 296
BB&T ICS Investment Fund	\$503,308	\$ 506,271	\$ (2,963)	\$504,042	\$ 507,531	\$ (3,489)	\$504,762	\$ 508,794	\$ (4,032)
Ches Bank Money Market	\$2,021,476	\$ 2,016,906	\$ 4,570	\$2,025,131	\$ 2,019,427	\$ 5,704	\$2,028,238	\$ 2,021,951	\$ 6,287
Ches Bank Checking	\$3,301,983	\$2,446,142	\$855,841	\$3,244,900	\$2,685,485	\$559,415	\$3,023,667	\$3,343,576	-\$319,909
Total Cash on Hand	\$ 6,077,073	\$5,219,318	\$857,755	\$ 6,024,379	\$5,462,444	\$561,935	\$ 5,806,963	\$6,124,321	(\$317,358)
Interest Earned:									
State Interest Paid	\$5,428	\$0	\$5,428	\$8,801	\$0	\$8,801	\$0	\$0	\$0
BB&T Reserve Checking	\$306	\$333	(\$27)	\$306	\$333	(\$27)	\$296	\$333	(\$37)
BB&T ICS Investment Fund	\$427	\$422	\$5	\$428	\$423	\$5	\$415	\$424	(\$9)
Ches Bank Money Market	\$3,428	\$2,516	\$912	\$3,655	\$2,519	\$1,136	\$3,107	\$2,522	\$585
Ches Bank Checking	\$1,267	\$1,223	\$44	\$1,515	\$1,343	\$172	\$1,387	\$1,672	-\$285
Total Interest Earned	\$10,856	\$4,494	\$934	\$14,705	\$4,618	\$1,286	\$5,205	\$4,951	\$254

Treasurer's Report

Transient Tax



Transient Tax \$1 of the \$2													
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$59,869	\$58,788	\$36,095	\$54,967	\$25,284	\$61,001	\$17,479	\$32,769	\$40,068	\$53,492	\$27,307	\$71,566	\$538,685
James City County	\$39,712	\$23,755	\$44,779	\$26,085	\$38,131	\$28,079	\$19,588	\$13,060	\$28,355	\$33,387	\$21,923	\$63,149	\$380,003
York County	\$66,598	\$66,181	\$41,914	\$47,656	\$45,768	\$52,214	\$28,784	\$28,946	\$46,806	\$57,331	\$53,537	\$60,611	\$596,346
Total	\$166,179	\$148,724	\$122,788	\$128,708	\$109,183	\$141,294	\$65,851	\$74,775	\$115,229	\$144,210	\$102,767	\$195,326	\$1,515,034

*SOURCE: York County, Office of the Commissioner of Revenue

Smith Travel Research Report

Current Month - August 2019 vs August 2018

	Occ %		ADR		RevPAR		Percent Change from August 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPA	Room	Room	Room
									R	Rev	Avail	Sold
United States	71.4	71.4	132.47	131.24	94.55	93.69	-0.0	0.9	0.9	2.9	2.0	2.0
Virginia	71.8	71.3	114.98	113.32	82.51	80.84	0.6	1.5	2.1	2.6	0.5	1.2
Williamsburg, VA	68.5	66.3	134.05	131.40	91.82	87.09	3.3	2.0	5.4	5.4	0.0	3.3

Year to Date - August 2019 vs August 2018

	Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room	Room	Room
									RevPAR	Rev	Avail	Sold
United States	67.6	67.6	131.95	130.55	89.24	88.19	0.1	1.1	1.2	3.2	2.0	2.1
Virginia	65.9	66.3	113.96	112.25	75.05	74.45	-0.7	1.5	0.8	1.1	0.3	-0.4
Williamsburg, VA	51.6	51.2	126.64	123.22	65.28	63.09	0.7	2.8	3.5	2.2	-1.2	-0.5

Director's Report

Summer Campaign – Final Report

Fall Campaign Highlights

September/October 2019
Highlights

Procurement/Immediate
Contract Timelines

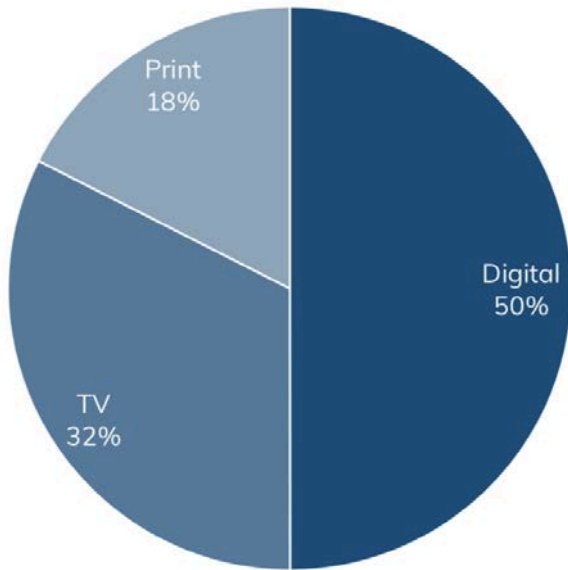
Hiring

Future Meetings

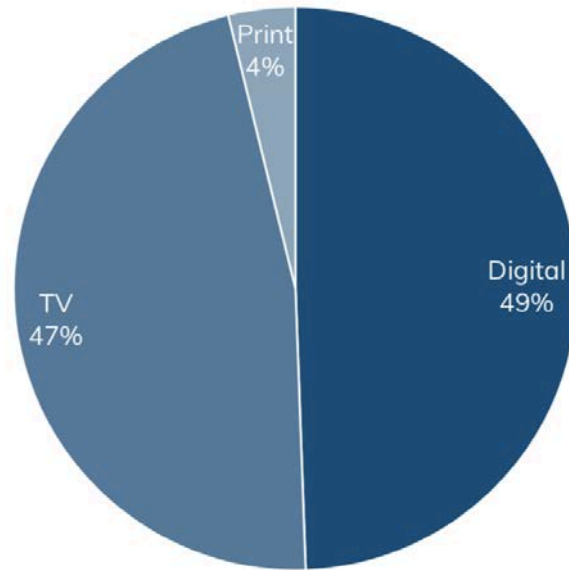


Summer 2019 Campaign Recap Report

2018








2019



	2018 SUMMER	2019 SPRING/SUMMER	% Change
Digital	\$679,200	\$1,822,185	+168%
TV	\$441,445	\$1,723,000	+290%
Print	\$238,000	\$141,682	-40%
TOTAL	\$1,358,645	\$3,686,867	+171%

Summer 2019

Delivery by Channel

TACTIC	 Social Media	 Digital Display	 Travel Digital	 Retargeting	 Content
OVERVIEW	Utilize profile and behavioral data to reach audience segments across social media platforms, like Facebook and Instagram	Utilize demographic, behavioral, and contextual data to reach audience segments across native, video and banners	Banners and video running across travel and OTA websites, like TripAdvisor and Expedia Media Solutions, targeting audience segments and lower funnel travel intenders	Use Visit Williamsburg's website to continue communication with those who have expressed interest in the destination	Strategic partnerships with reputable publishing companies to curate and promote content in the form of editorial and video
OBJECTIVE	Awareness	Awareness	Consideration	Activation	Advocate
KPI	Traffic	Traffic	Engagement	Actions	Engagement
IMPRESSIONS	22,425,792	104,439,998	42,751,624	8,258,283	1,068,195

Summer 2019

Measurement: Travel Partners



Anonymously measures location changes of network-enabled computing devices after a sequence of media exposures to identify influenced visitors to experience the destination.




Connects marketing activity to travel activity across a data co-op of 190+ top travel brands worldwide.



Banners linked directly to Williamsburg's internal landing page within the Trip Advisor platform.

Summer 2019



 6,109 Arrivals

Travel

Display

Retargeting

Content

Social Media

OTT

Top Five Markets of
Origination



Summer 2019



Summer Urgency Campaign - Four Weeks



Summer 2019



Summer Urgency Campaign - Four Weeks

Drove \$268,368 Revenue

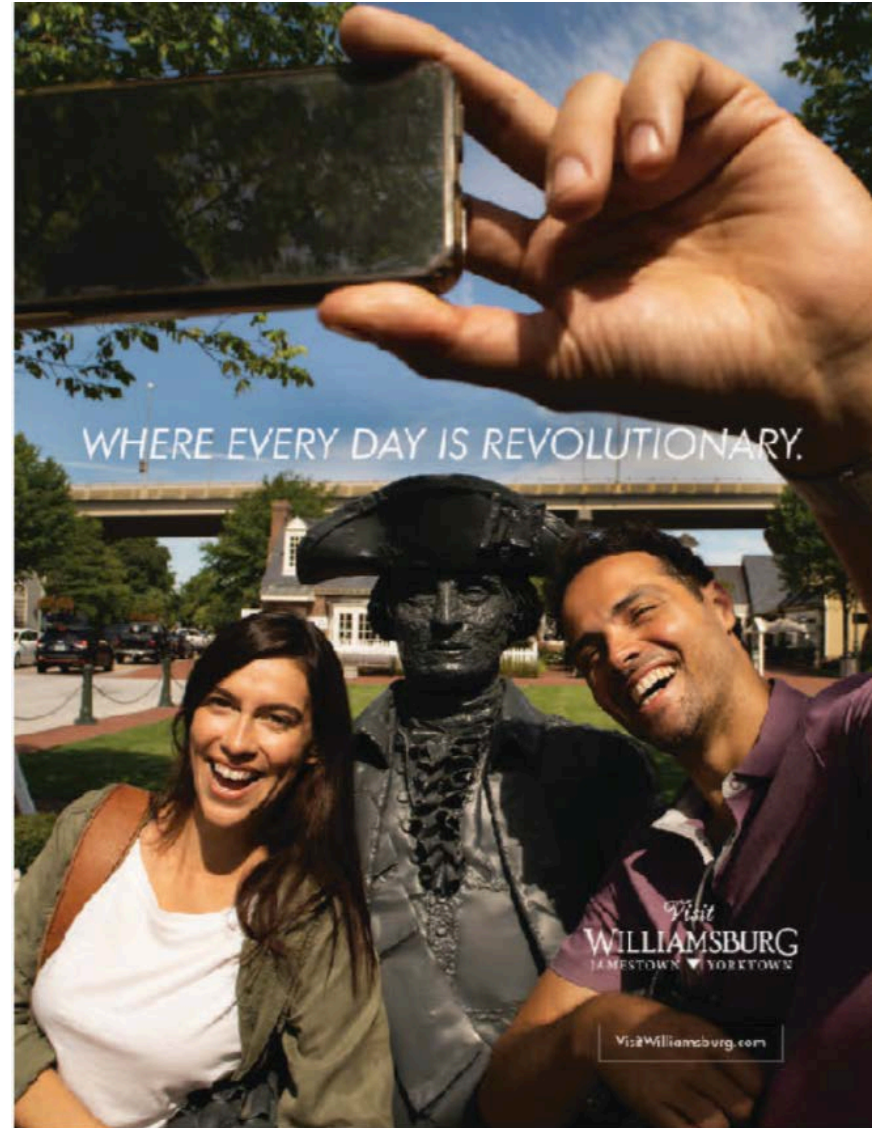
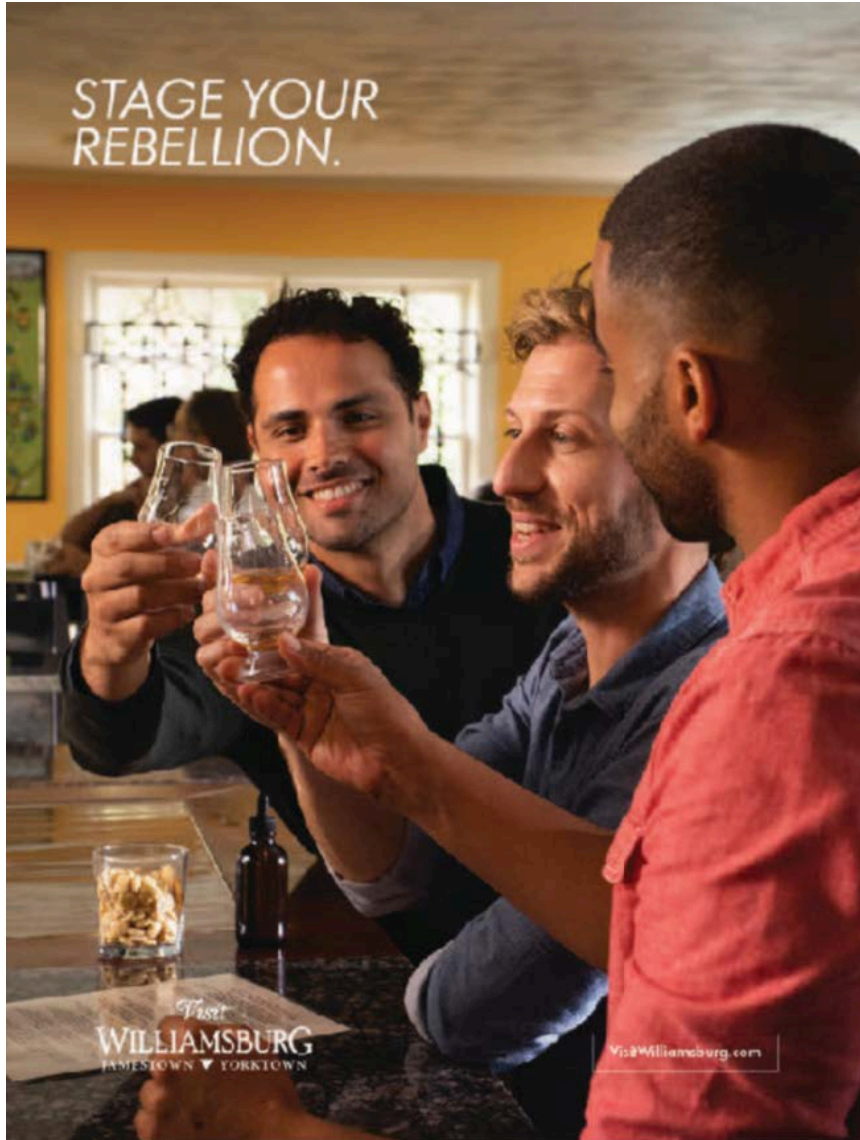
A screenshot of the TripAdvisor website showing search results for "Williamsburg Hotels and Places to Stay". The page includes a navigation bar with "Williamsburg" selected, a search bar, and a map of Williamsburg, VA. The main content area displays the title "Williamsburg Hotels and Places to Stay", a "View map" button, and a "Lowest prices for" section with fields for "Check In" (Thu, 10/17/19), "Check Out" (Fri, 10/18/19), and "Guests" (1 room, 2 adults, 0 children). Below this, there is a "Price" filter slider ranging from \$0 to \$200+, and a notification banner that says "Like saving money? We search up to 200 sites to help you save up to 30%". The page also indicates "105 properties in Williamsburg" and a "Sort by: Best Value" dropdown menu.

Fall Campaign

Direction:

- Target drive market, as well as NYC and Atlanta DMAs
- Demo to include:
 - Millennials, with and without children
 - Gen-X, with and without children
 - Active mature
 - Golf enthusiasts
- Digital media plan, with a focus on online travel partners
- Call to action must motivate transactions/bookings
- Paid media effort to be supported via pr and social

Fall 2019: Augmented Media Buy



Fall 2019: Augmented Media Buy



September/October Highlights

Fall Asset Switchover – Content, visitwilliamsburg.com, etc.

Consumer Newsletter Creation/Deployment

Tradeshows/Events:

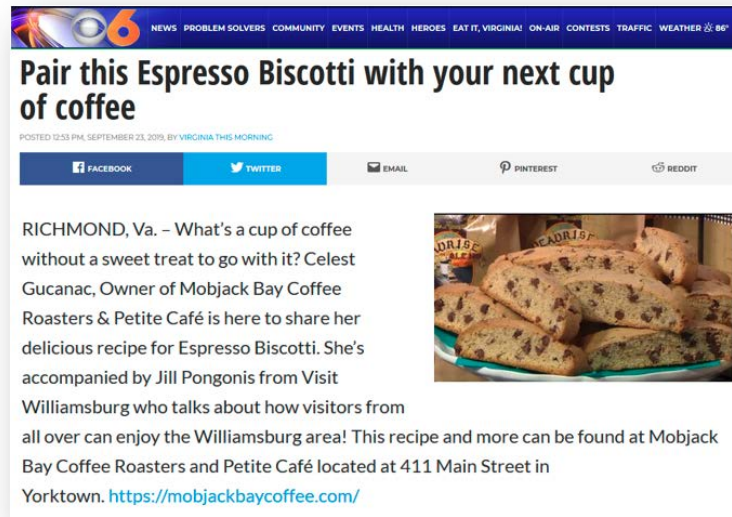
- NC Motorcoach Association/Virginia Motorcoach Association/Motorcoach Association of SC (September 18-22; Winston-Salem)
- Virginia Society of Association Executives (October 2-3; Richmond)

September/October Highlights

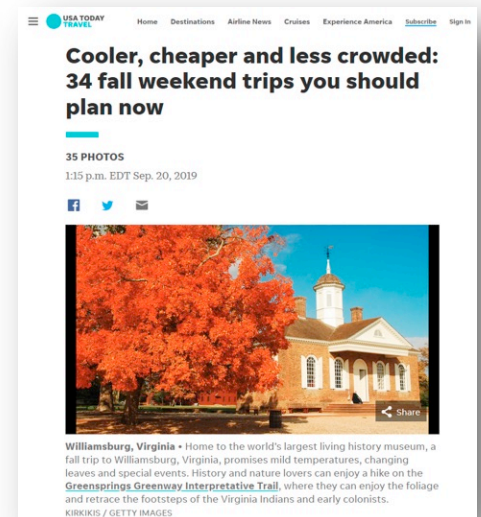
Secured Placements (Total Impressions: 206,430,224)



Richmond Family Magazine
Budget Travel
Traveling Dad.com
A Geek Daddy



Posh Seven Magazine
New York Amsterdam News
247wallst.com
MSN



Coast2Coast With Kids
Alamo.com
USA Today
The Venue Report

September/October Highlights

Media Familiarization Tours (FAMs)

- DeMarco Williams, Forbes Travel Guide (August 30 – September 2)
- Janet Wortendyke, Hook Magazine (October 8 – 10)
- Rachel Marsh, Boomer Magazine (October 11)
- Dennis Lennox, the Christian Post (November 16 – 20)
- Anne Marie Detavernier, Philadelphia Family (November/December)

Personnel/ Hiring



- Finance Director
- Marketing Communications Director
- Sales Director
- Marketing Manager



Requests for Proposals:

- Advertising Agency of Record
- Research
- Strategic Planning
- Brochure/Guidebook Distribution

Procurement

Ad Agency Timetable

Request for Proposals Issued	Wednesday, October 2, 2019
Deadline for Questions	Thursday, October 10, 2019
Responses to Questions	Wednesday, October 16, 2019
Written Proposal Deadline	Wednesday, October 30, 2019
Invitations to Present	Friday, November 8, 2019
Oral Presentations	Wednesday, November 20, 2019
Negotiation Process	November 21 – 27, 2019
Award Announcement	Monday, December 2, 2019

Key Deliverables:

- Strategic planning sessions with key stakeholders
- Creative Development
- Production
- Media Planning and Buying
- Digital

Procurement

Research Timetable

Request for Proposals Issued	Wednesday, October 2, 2019
Deadline for Questions	Thursday, October 10, 2019
Responses to Questions	Wednesday, October 16, 2019
Written Proposal Deadline	Friday, October 25, 2019
Invitations to Present	Tuesday, October 29, 2019
Oral Presentations	Monday, November 4, 2019
Negotiation Process	November 4-8, 2019
Award Announcement	Tuesday, November 12, 2019

Key Deliverables:

- Monthly/Seasonal Travel Reports
- Monthly Lodging Reports
- Annual Market Share Report
- Campaign Effectiveness and Return on Investment Reports
- Forecasting
- Annual Domestic Travel Profiles

Future Meetings

Typical Williamsburg Tourism Council Meeting Agenda Meeting Duration: One (1) Hour

Open Meeting	Roll Call
	Public Comment
	Approve Minutes
Treasurer's Report	Revenue & Expenses
	Cash on Hand
	Transient Tax
	SB 942
Executive Director's Report	Campaign(s) Updates/Overview
	Activities & Events
	Project Updates
Chairman's Report	Business of the Tourism Council
	Updates & Progress

Future Meeting Schedule/Anticipated Length

Meeting Date	Anticipated Agenda	Approximate Meeting Length
November 19, 2019	Typical Agenda	Ninety (90) Minutes
	Introduction to Research Partner	
December 17, 2019	Typical Agenda	Ninety (90) Minutes
	Introduction to Ad Agency, Strategic Planning Partner	

Chair Report



Old Business



New Business

Adjourn



Next Meeting Date

November 19, 2019